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TO: Herb Foster DATE: January 25, 1988

FROM: Sherryl Post cc: Jim Spector

SUBJECT: Elan Tipping Paper Test

This memo highlights results of consumer reactions to three alternative filter tips for Elan -- a cork band on a white filter, a grey band on a white filter, and a red or green stripe on a white filter. The red stripe was shown to non-menthol smokers while the green stripe was shown to menthol smokers.

The sample consisted of 200 female smokers ranging in age from 18-54. Participants were exposed to a board with an Elan pack and the three alternative cigarettes attached to it. They were then asked to rate the cigarettes on appearance, appropriateness of style and interest in trying.

Overall, the red/green striped filter tip performed the best. In most cases, this was followed by the grey band filter and then the cork band filter. Additionally, non-menthol smokers viewed the cork band somewhat more favorably than menthol smokers.

- In terms of overall appearance, the red/green striped filter tip cigarette was liked to a greater extent than the other two filter tips. Eighty percent of all respondents claimed to like the red/green tip, compared to 63% for grey and 52% for cork. By subgroup, 75% of non-menthol smokers favored the red and 84% of menthol smokers favored the green. Although the cork band was least liked by both smoker groups, it tested somewhat better among the non-menthol smokers (56% vs. 48% "liked it").

(Table 1)

- An overwhelming percentage of total respondents (72%) found the red/green striped filter tip most appropriate for Elan, whereas only 16% found the grey appropriate and 12% the cork.

(Table 2)

- Conversely, 41% of total respondents found the cork unsuitable, compared to only 18% for the grey and 7% for the red/green stripe.

(Table 3)

- Consistent with the findings on appearance, the red/green striped filter tip ranked first on interest in trying (63%). The grey tip was second-choice for trial and the cork, third choice.

(Table 4)

Sherryl Post

Distribution
C. Levy
J. Zoler

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Source: https://www.industrydocuments.ucsf.edu/docs/jqfn0004

OPINION OF CIGARETTE APPEARANCE

	Total			Flavor Type					
				Non-Menthol			Menthol		
	Red/ Green	Grey	Cork	Red	Grey	Cork	Green	Grey	Cork
N=	200			100			100		
	%	%	%	%	%	%	%	%	%
Like	80	63	52	75	61	56	84	64	48
Don't like	20	37	48	25	39	44	16	36	52

QUESTION: I'd like you to look at the three different Elan cigarettes. For each one, please tell me whether you like the way it looks, or whether you don't like the way it looks. (RECORD BELOW)

TABLE 1

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Source: https://www.industrydocuments.ucsf.edu/docs/jqfn0004

OPINION OF WHICH CIGARETTE IS MOST APPROPRIATE

	Total	Flavor Type: Non-Menthol	Flavor Type: Menthol
N=	200	100	100
	%	%	%
Most Appropriate:			
Red/Green	72	61	83
Grey	16	18	13
Cork	12	21	4

QUESTION: Forgetting for a moment the cigarette that you'd be most interested in trying, I'd like you to tell me which of the three cigarettes you feel would be most appropriate for Elan. (RECORD THE NUMBER "1" NEXT TO THE STYLE MENTIONED)

TABLE 2

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Source: https://www.industrydocuments.ucsf.edu/docs/jqfn0004

OPINION OF WHICH CIGARETTES ARE UNSUITABLE FOR ELAN

	Total	Flavor Type: Non-Menthol	Flavor Type: Menthol
N=	200	100	100
	%	%	%
Would be unsuitable:			
Red/Green	7	9	4
Grey	18	19	16
Cork	41	30	51

QUESTION: Are any of the cigarette styles unsuitable for the brand? Which? (RECORD BELOW. ACCEPT MULTIPLE ANSWERS.)

TABLE 3

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Source: https://www.industrydocuments.ucsf.edu/docs/jqfn0004

RANKING OF CIGARETTES

	Total			Flavor Type					
				Non-Menthol			Menthol		
	Red/ Green	Grey	Cork	Red	Grey	Cork	Green	Grey	Cork
N=	200			100			100		
	%	%	%	%	%	%	%	%	%
Ranked:									
First	63	23	14	51	26	23	75	20	5
Second	21	51	28	28	40	32	14	62	24
Third	16	26	58	21	34	45	11	18	71

QUESTION: Now I'd like you to tell me which of these three Elan cigarettes you would be most interested in trying? (RECORD THE NUMBER "1" NEXT TO THE STYLE MENTIONED)

And which style would you be least interested in trying? (RECORD THE NUMBER "3" NEXT TO THE STYLE MENTIONED)

TABLE 4

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Source: https://www.industrydocuments.ucsf.edu/docs/jqfn0004